What is claimed is:

1.   An internet advertising system comprising an advertiser's web server having service or good information, an advertising web server having advertising information of said advertiser's web server, a plurality of user terminals, and a network for connecting said advertiser's web server, said advertising web server and said user terminals together, said advertiser's web server allows an access request from each of said user terminals only if said access request passes through said advertising web server.

2.   The internet advertising system as defined in claim 1, wherein said advertiser's web server induces each of said user terminals to access through said advertising web server if said advertiser's web server receives an access request directly from said each of said user terminals.

3.   The internet advertising system as defined in claim 1, wherein said advertiser's web server rejects a direct access request from each of said user terminals.

4.   The internet advertising system as defined in claim 1, wherein said advertiser's web server allows an access request delivered from each of said user terminals if said access request is attached with an ID code.

5.   The internet advertising system as defined in claim 4, wherein said ID code is unique to said advertising web server.

6.   The internet advertising system as defined in claim 1, wherein said advertiser's web server allows only an access request linked with information provided from said advertising web server to each of said user terminals.